Suggested script for contacting potential Festival Sponsors
(feel free to adapt to your own style)

"Hi…may I speak with _____ (if you know a contact name)

or

"Hi. I'm_____ with the Pikes Peak Lavender Film Festival.

"Recently we sent you a packet of information about the Festival, and wonder if you've decided to become a sponsor this year. Our deadline for printing the program is fast approaching, and we'd like to list you/your organization/business as being a sponsor."

If they say "**yes**" then ask them to mail in their Sponsor form as soon as possible, but no later than August_____. If they "**waffle,**" ask if you may call them again for a decision before the deadline. Then follow up **no later** than _____ days before the deadline.

If "**no**," ask if they'd like to **place an ad** in the program instead, and give them the cost breakdown for the various sizes. (They received an ad letter along with their sponsor form, etc. but may have misplaced it.) **Deadline** for camera ready copy is **August 15th**. Get their e-mail address (or a phone number if different from the one you called) so Jerry can contact them with the requirements.

If "**no**" to **both** a sponsorship and ad, then ask if they'd like to remain on our mailing/contact list. And, if they reply that they'd like to be removed, e-mail Bob A at **barmintor_8@msn.com** so they can be removed from the mailing/sponsor list.

Thank the person for their time, and encourage them to attend the Festival. "You'll see some outstanding films!"

rpa